



## SHARE System

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☒ Printer Friendly

### HIV Intervention Plan View

<b>Program Title:</b> Yakima 02 Radio KDNA (CDC)	
<b>Begin Date:</b> 1/1/02	<b>End Date:</b> 12/31/02
<b>Agency Name:</b> Yakima Health Dist	
<b>Counties Served:</b> Benton Chelan Douglas Franklin Grant Kittitas Klickitat Yakima	<b>Regions:</b> Region 2
<b>Risk Transmission Categories</b>	Heterosexual IDU MSM
<b>Target Audience</b>	Men of Color Non-Identified MSM People of Color Rural
<b>Intervention Type</b>	Media
<b>Study Name or Justification for Intervention:</b> Health Belief Model	
<b>Is the target population consistent with those prioritized in the regional HIV Prevention Plan?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Is the intervention type consistent with those prioritized as effective for the population in the regional HIV Prevention Plan?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Intervention Description</b>	Radio, KDNA, will develop, produce and air Spanish language information (PSA) capsules of 30-90 seconds in length, (1) hour live broadcast. These live one-hour broadcast will cover the following topics: HIV and STD test, High-risk behaviors, World AIDS Day, MSM, IDU, and High-risk youth. Live call in will be available for questions. Content will focus on personal risk, consequences and education as to why behavior change is needed. (PSA) message will coincide with each one-hour program themes. KDNA will show at least 1 of the long programming for rebroadcast on local community access TV.
<b>Settings</b>	Media - print & electronic
<b>Program Evaluation</b>	Call in response with programs will be available for questions and answer time.
<b>Specific Process Objectives/Activities</b>	
<b>Process Objective:</b>	<b>Begin Date:</b> <b>End Date:</b>

Provide -10- one hour live programs with toll free call in line for audience participation	1/1/02	12/31/02
Provide-22-information capsules (30-60 seconds in length)	1/1/02	12/31/02
Airing of - 1500- information capsules	1/1/02	12/31/02
Provide for one-hour duplicate program on local community access TV	1/1/02	12/31/02
Provide-1000- Foto Novelas to be distributed free at 3 to 5 local health fairs for completion of questionnaire designed determined risk factor.	1/1/02	12/31/02

Risk Transmission Categories		Total
General population (risk unknown)		0
Heterosexual		0
IDU		0
MSM		0
MSM/IDU		0
Pregnant women with/at risk for HIV		0
<b>TOTAL A</b>		<b>0</b>

Demographics Ethnicity	<19			20-29			30+			Total
	Male	Female	Trans	Male	Female	Trans	Male	Female	Trans	
Hispanic or Latino	0	0	0	0	0	0	0	0	0	0
Not Hispanic or Latino	0	0	0	0	0	0	0	0	0	0
<b>TOTAL B</b>	0	0	0	0	0	0	0	0	0	<b>0</b>

Demographics Race	<19			20-29			30+			Total
	Male	Female	Trans	Male	Female	Trans	Male	Female	Trans	
American Indian/Alaskan Native	0	0	0	0	0	0	0	0	0	0
Asian	0	0	0	0	0	0	0	0	0	0
Black or African American	0	0	0	0	0	0	0	0	0	0
Native Hawaiian or Other Pacific Islander	0	0	0	0	0	0	0	0	0	0
White	0	0	0	0	0	0	0	0	0	0
More than One Race	0	0	0	0	0	0	0	0	0	0
<b>TOTAL C</b>	0	0	0	0	0	0	0	0	0	<b>0</b>

Local Data Fields	
Description	Target #
Name of Worker(s) assigned to this intervention:	Mary Lou Briceno Mary Lou Briceno Carlos Contreras Yakima Volunteer

Resources for this intervention <i>ONLY</i> :	\$23,801	DOH Grant Federal Prevention dollars
	\$0	State prevention dollars
	\$0	Other (incl. CDC Direct):
Reviewed by: AIDSNET Coordinator <input type="checkbox"/> State <input type="checkbox"/>		

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